

Overview

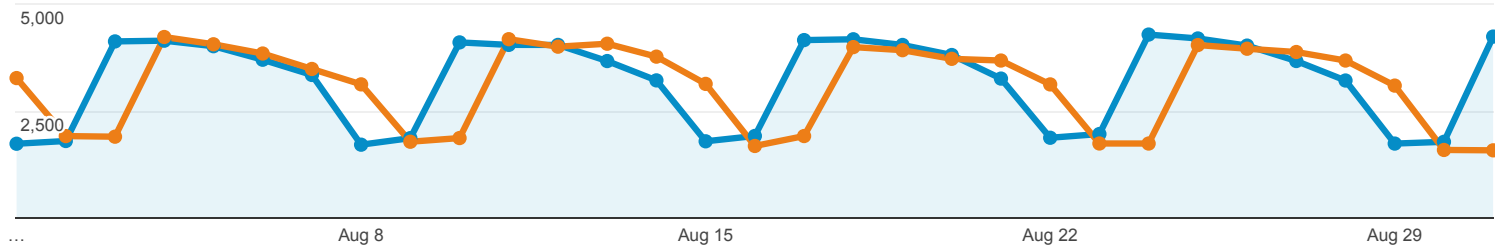
Aug 1, 2015 - Aug 31, 2015
Compare to: Aug 1, 2014 - Aug 31, 2014



Explorer

Summary

Aug 1, 2015 - Aug 31, 2015: Sessions
Aug 1, 2014 - Aug 31, 2014: Sessions



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3.84% ▲ 99,696 vs 96,005	0.12% ▲ 44.28% vs 44.22%	3.97% ▲ 44,144 vs 42,458	13.05% ▼ 29.89% vs 26.44%	8.55% ▼ 4.22 vs 4.62	7.65% ▼ 00:04:54 vs 00:05:18	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. desktop									
Aug 1, 2015 -	58,474 (58.65%)	45.47%	26,588 (60.23%)	23.72%	4.99	00:06:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
Aug 1, 2014 -	64,656 (67.35%)	43.93%	28,401 (66.89%)	19.90%	5.21	00:06:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-9.56%	3.51%	-6.38%	19.19%	-4.30%	-0.37%	0.00%	0.00%	0.00%
2. mobile									
Aug 1, 2015 -	33,718 (33.82%)	41.46%	13,978 (31.66%)	39.31%	2.99	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
Aug 1, 2014 -	22,818 (23.77%)	45.65%	10,416 (24.53%)	41.61%	3.15	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	47.77%	-9.18%	34.20%	-5.53%	-5.34%	-9.45%	0.00%	0.00%	0.00%
3. tablet									
Aug 1, 2015 -	7,504 (7.53%)	47.68%	3,578 (8.11%)	35.65%	3.78	00:04:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
Aug 1, 2014 -	8,531 (8.89%)	42.68%	3,641 (8.58%)	35.41%	3.99	00:04:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-12.04%	11.72%	-1.73%	0.67%	-5.27%	-4.55%	0.00%	0.00%	0.00%

Rows 1 - 3 of 3